

CIS 4370

NOTHING

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NOTHING (RO)

Mission Statement

Remove barriers between people and technology to create a seamless digital future

CEO

- Formerly worked on the OnePlus smartphone
- Garnered Reputation for producing high-quality smartphones with a focus on community engagement and innovation.

About Us

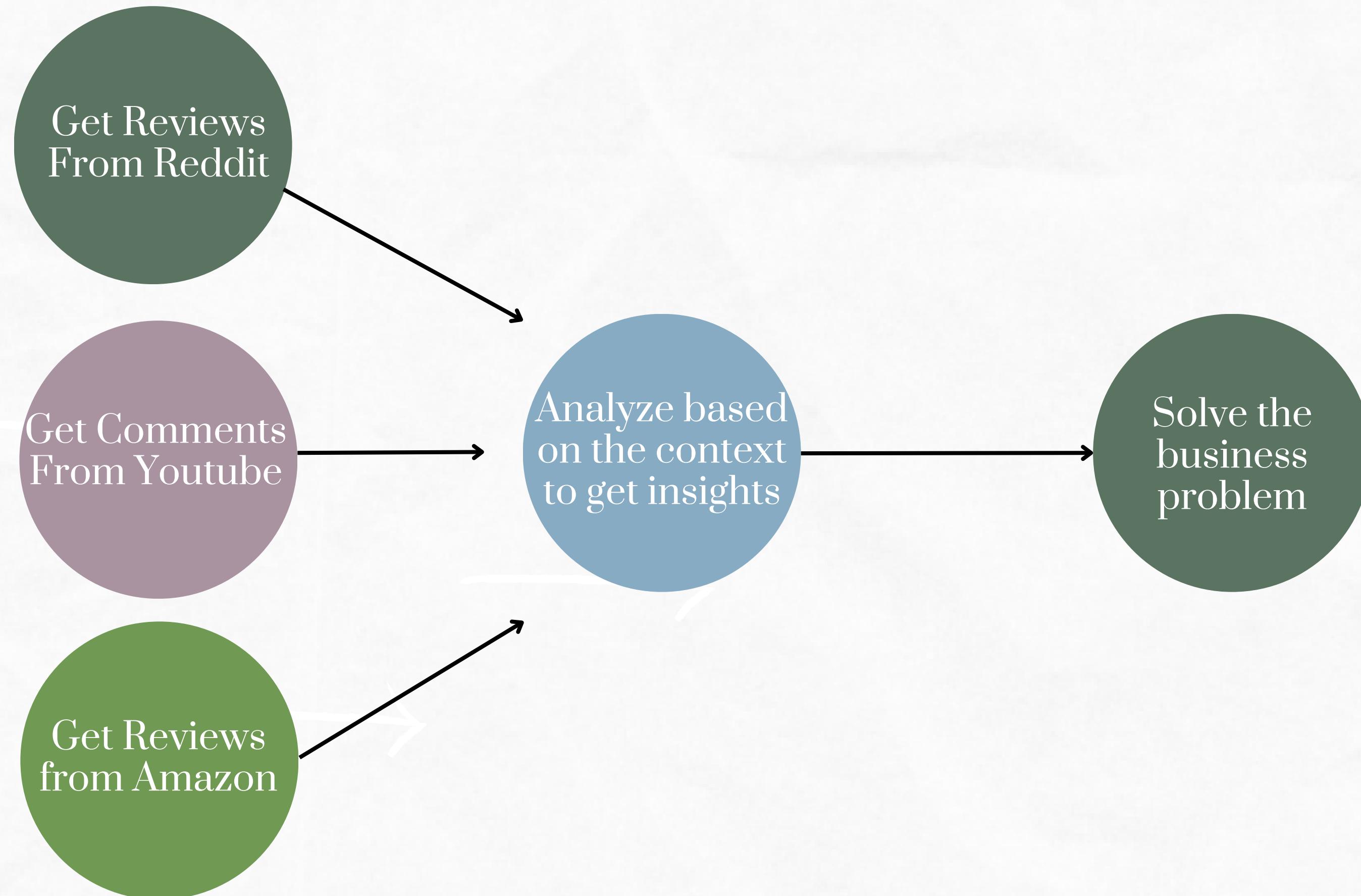
- Founded in 2020 based in London
- Simplicity, Transparency, & User-centric designs
- Secured funding from Google Ventures & Tony Fadell, co-inventor of iPod



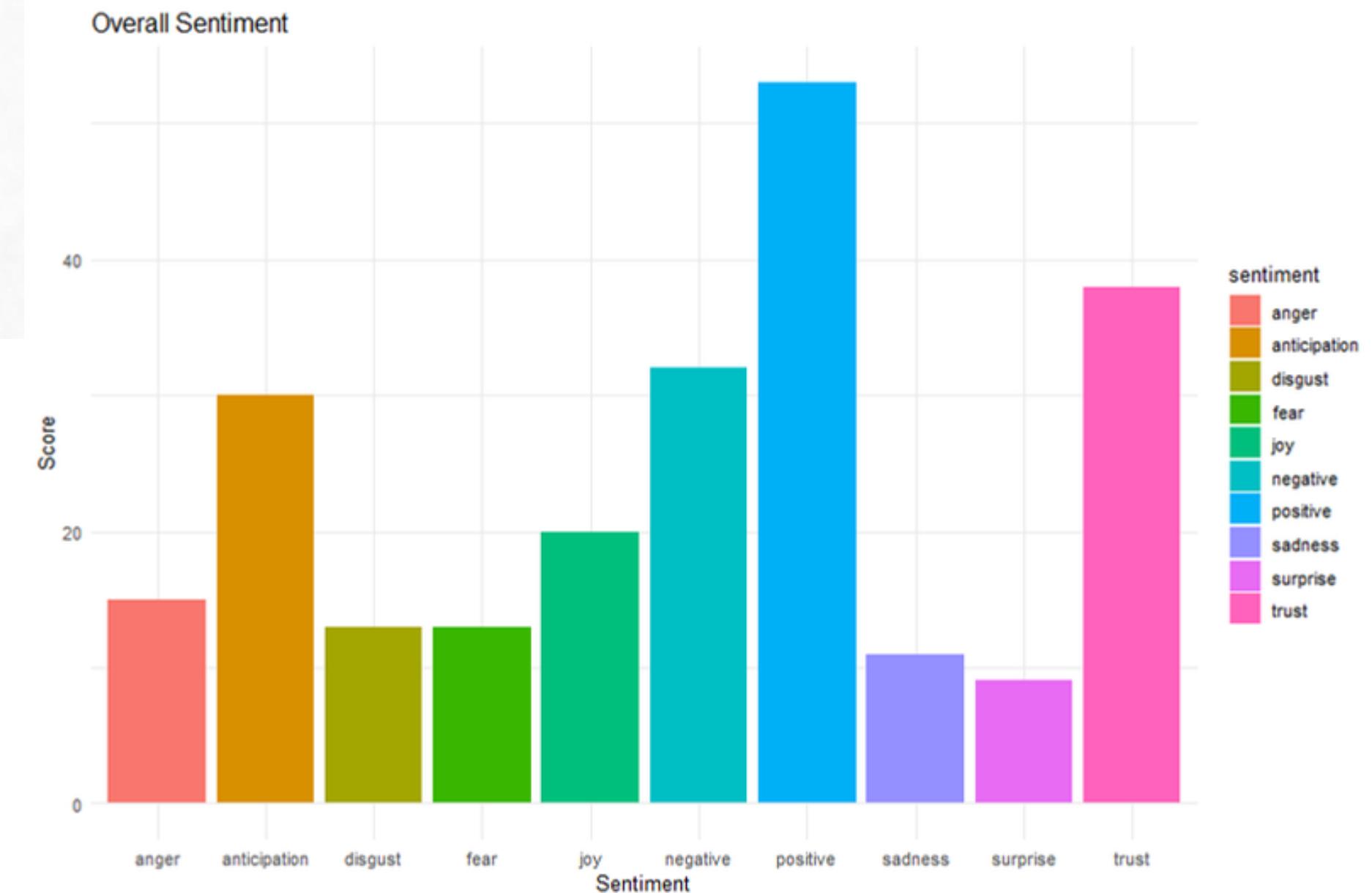
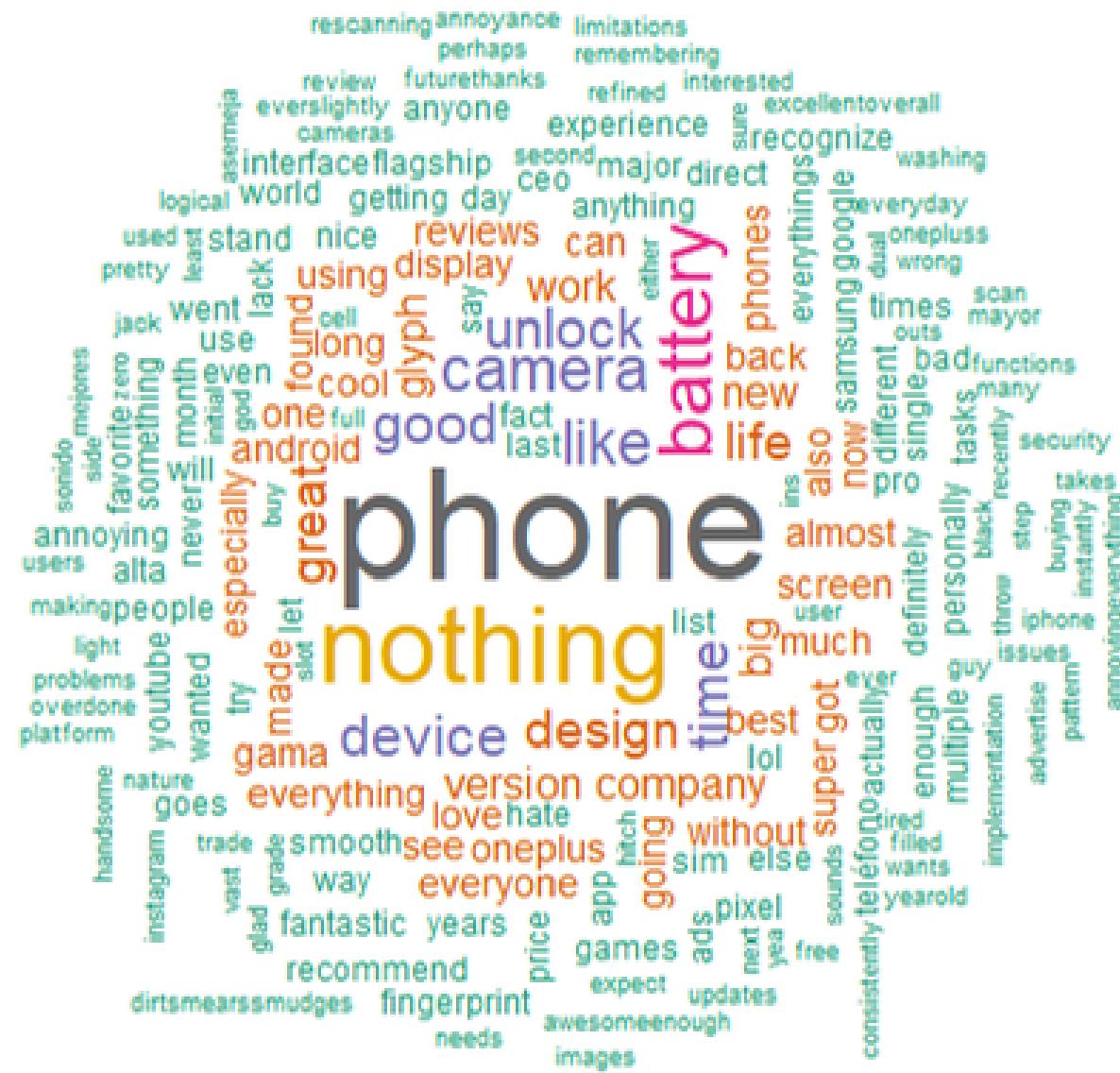
BUSINESS PROBLEM

- Challenges in building strong brand and product loyalty among customers.
- Low customer return rates prove need for improvement.
- Must use strategies to enhance brand affinity and create lasting relationships with consumers.
- Ultimate goal is not only to ensure customer loyalty, but become advocates.

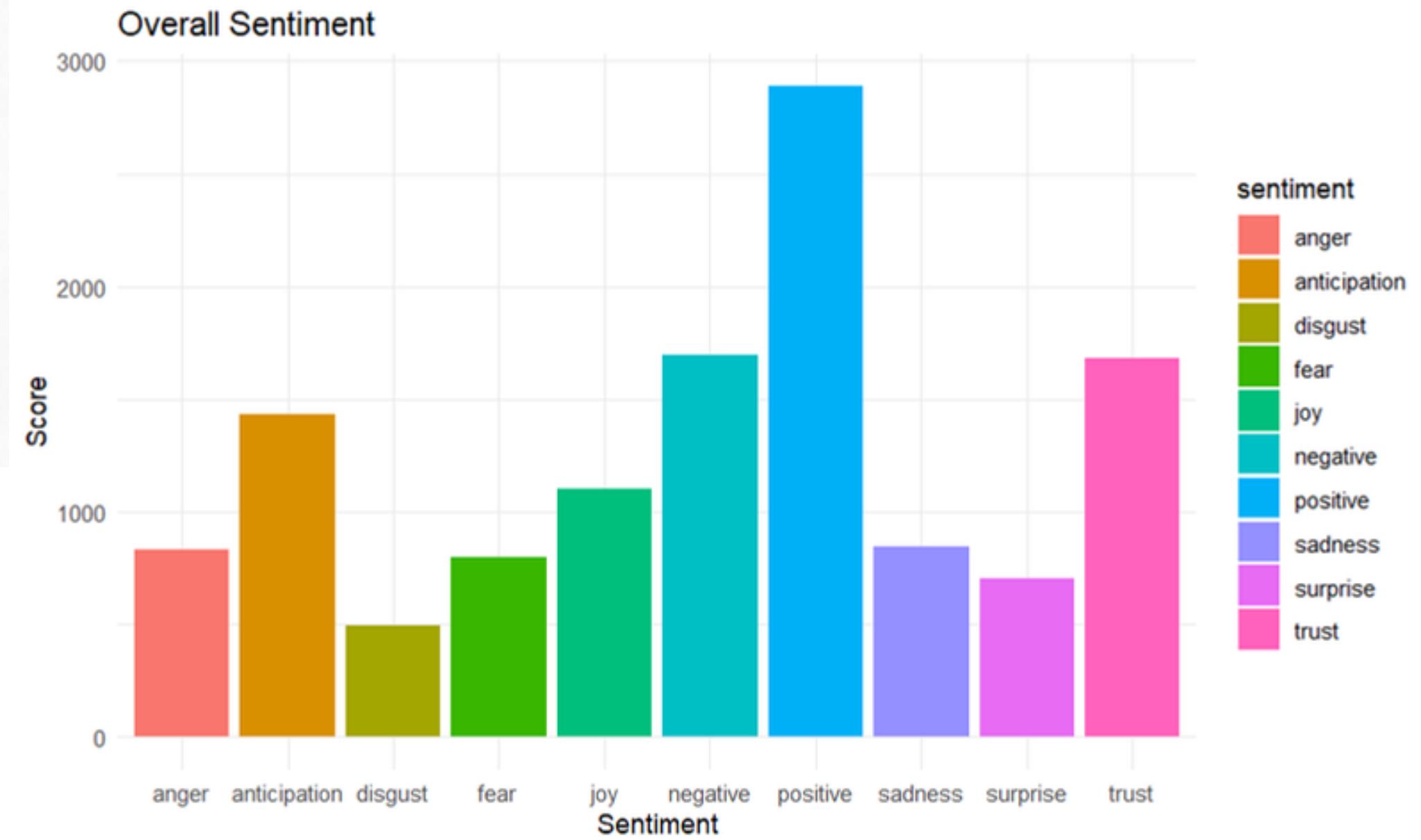
PROCESS



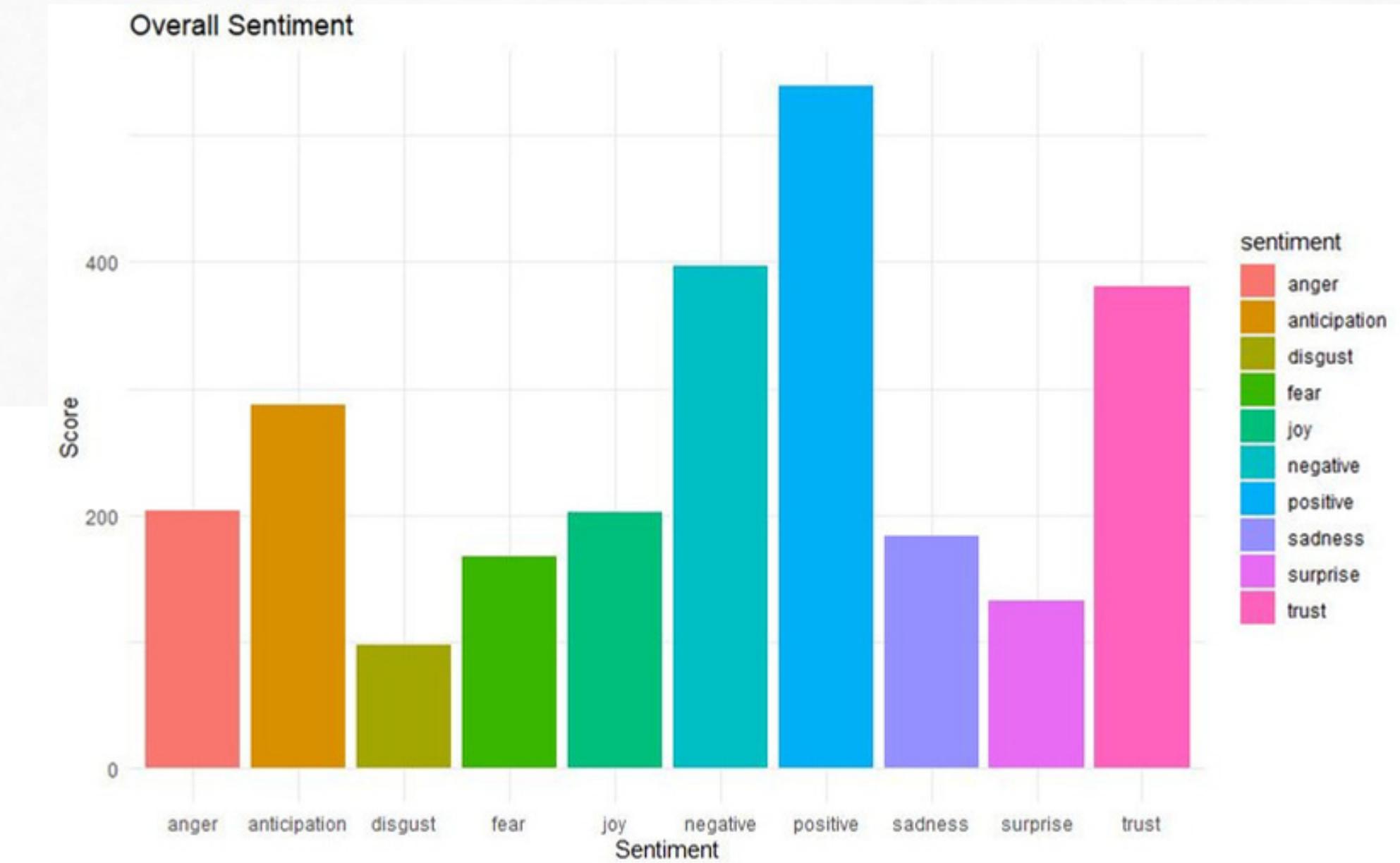
NOTHING - AMAZON



IPHONE - YOUTUBE



SAMSUNG - REDDIT



SOLUTION

- Recommend Nothing to leverage strengths and address weaknesses for market share growth and enhanced brand loyalty.
- Identified three unique selling points of Nothing Phone 2: glyph interface, design, and user interface elements.
- Consumers show willingness to switch from competitors like Google Pixel to Nothing Phone 2 due to its standout features.
- Nothing Phone 2 strategically priced below competitors while offering comparable or superior features.
- Areas for improvement include camera and battery life, but Nothing has cultivated a strong community with regular founder-user interaction, setting it apart from rivals.

ISSUES FACED

- Cleaning data
- YouTube scraping restrictions (eg: max of 100 comments a page)
- Accurate insights of sentiment comments
- Getting useful insights from standalone visualization like word cloud



LESSONS LEARNED

- Time management
- Scraping data
- Analyzing data
- Paint a “picture” with data

A N Y Q U E S T I O N S ?



NOTHING

THANK YOU